

## **Pointools Names Joe Croser as Vice President of Products**

*Adds Proven Go-To-Market Experience to the Pointools Board of Directors*

22 September 2010, London, UK. – Pointools Limited has named Joe Croser as Vice President of Products, adding proven go-to-market experience to the Pointools board of directors. Croser will lead Pointools’ product management, product marketing, and sales strategy to position the whole Pointools team – including its global channel partner network – to best serve the needs of its rapidly growing user base.

“Joe is a major addition to our management team,” said Faraz Ravi, CEO. “His global sales and marketing experience combined with his natural ability to simplify complex product positioning and messaging is key to our continued growth.”

Croser joins Pointools with more than 20 years of sales, marketing, and product experience in architecture, engineering, and construction (AEC) industries. Before joining Pointools, Croser was Global Marketing Director with Bentley Systems, Incorporated – the world’s leading supplier of software solutions for the infrastructure lifecycle. In this role Joe provided marketing leadership for more than 75% of the company’s revenue-generating products and software subscription offerings. During Croser’s five-year tenure at Bentley’s headquarters in the USA, Bentley’s revenues increased by 60% from \$300m to \$500m.

Croser is buoyant about Pointools’ future, “Our high performance point cloud modelling software is unrivalled. With Pointools’ software on the desktop, users can open much larger point cloud models – much faster – and enjoy unprecedented on-screen graphics performance.”

“So with best-in-class software already in hand my first priority is to expand our partner network by adding the right industry experience to the right geographies. In particular I see a huge opportunity for existing AutoCAD and Rhino resellers that want to supply best-in-class point cloud software to their existing client base via our application plug-ins.”

Before joining Bentley in 2005 Croser served as Technology Strategy Director for Parkview International London PLC, a Hong Kong-based property developer. Prior to that Croser gained valuable project experience working with some of London’s best known owner-operators and AEC design firms including the BBC, BAA, Richard Rogers Partnership, Buro Happold, and Reid Architecture.

Croser studied architecture in Oxford where he gained a Bachelor of Arts degree. He joins Faraz Ravi and Tony Rogers on the Pointools board of directors.

About Pointools Limited.

Pointools is an independent technology company that provides best-in-class software for working with point cloud models – the billions of 3D measurements usually collected by terrestrial and airborne laser scanning systems. With applications in a wide range of markets including design, plant and process, manufacturing, construction, engineering, heritage and surveying to name but a few, the Pointools software portfolio includes the market leading, manufacturer independent, point cloud processing, visualization, and presentation solution.

The Pointools application suite includes Pointools Edit, Pointools View Pro, Pointools 4 Rhino, Pointools Model (for AutoCAD) and the Pointools Vortex API – licensed by Bentley as the point cloud viewing engine for their comprehensive portfolio of software solutions which includes MicroStation.